

In the Drawings:

The attached sheets of drawings include changes to FIGs. 33A-B, 34A-C, 35A-B, and 36A-C. Please replace the previously submitted FIGs. 33A-B, 34A-C, 35A-B, and 36A-C with the attached Replacement FIGs. 33A-B, 34A-C, 35A-B, and 36A-C. A Submission of Substitute Formal Drawings is also attached.

### **REMARKS**

As a preliminary matter, the Examiner first cited Koma (U.S. Patent No. 7,133,101 B2) in the outstanding Office Action for the rejection of claim 7 in combination with Kim et al. (U.S. Patent No. 7,205,970). Since Koma was first cited by the Examiner, Applicants request that Koma be listed on a PTO-892 form.

Claims 1-7 stand rejected under 35 U.S.C. §102(e) as being anticipated by Kim. Applicants assume the rejection pertains to claims 1-6, since claim 7 was rejected under §103(a) with another reference, and will respond accordingly. Applicants respectfully traverse the rejection because Kim fails to disclose (or suggest) an image processing method that includes a step of determining a luminance on a higher-luminance pixel than a luminance on a lower-luminance pixel, and an area ratio of the higher-luminance pixel and the lower-luminance pixel.

Kim is directed to a liquid crystal display for wide viewing angle, and a driving method thereof. In the outstanding Office Action, it is asserted that col. 7, lines 36-41 of Kim teach a step of determining a luminance on the higher-luminance pixel and luminance on the lower-luminance pixel and an area ratio of the higher-luminance pixel and the lower-luminance pixel so that a luminance can be obtained substantially equal to a desired luminance based on the luminance data. Applicants respectfully traverse this assertion of the Examiner. Col. 7, lines 36-41 relate to FIG. 8 of Kim. In particular, this cited portion of the text teaches that FIG. 8 illustrates an operation of  $m$  and  $m'$  for a particular  $n$  on a gamma curve for a wide viewing angle as described in FIGs. 7a and 7b of Kim. The gamma curve

represents a relation between each gray level and light transmissivity and  $m$  and  $m'$  are assumed to be the first and second gray level correction values. However, as further discussed in Kim at col. 7, lines 45-65, the first and second gray level correction values are obtained by using the expression for the light transmissivity  $I(n)$  of particular gray levels  $G(n)$ . This can be seen for the expression for the light transmissivity  $I(n)$ , wherein the equation averages two different light transmissivities that are offset by a first gray level correction value  $m$  and a second gray level correction value  $m'$ . However, the expression for the light transmissivity  $I(n)$  does not determine a luminance based on an area ratio of a higher-luminance pixel and a lower-luminance pixel.

In contrast, the present Application determines the luminance on a higher-luminance pixel and luminance on a lower-luminance pixel, and an area ratio of the higher-luminance pixel and the lower-luminance pixel. (See, for example, FIGs. 4B, 5, 8, 9, and the related description in Applicants' Specification). Since Kim fails to disclose or suggest determination of an area ratio, withdrawal of the §102(e) rejection of claims 1-6 is respectfully requested.

In addition to the above, Applicants traverse the rejection of claim 4 because Kim fails to disclose (or suggest) determination of the existence ratio.

More specifically, claim 4 calls for determining a luminance on the higher-luminance pixel and a luminance on the lower-luminance pixel, and an existence ratio of the higher-luminance frame and the lower-luminance frame so that a luminance can be obtained substantially equal to a desired luminance based on the luminance data. Col. 2, lines 59-60

of Kim merely teach a method by which a brightness pattern for each frame is optimized and time-averaged. However, Kim fails to teach determining when the existence ratio of the higher-luminance frame and the lower-luminance frame. In Kim, a setting is made to fix the light intensity on each pixel (for example, “light, dark, light and dark” or “light, light, dark and dark” and so on, as shown in FIG. 7B).

In contrast, in the present invention, a setting is not made to fix the light intensity on each pixel. The present invention has a technical feature that the display device has a plurality of lock-up tables to select depending upon a tone-level distribution of an input video signal. (See Applicants’ Specification page 93, lines 14-27). Accordingly, for this additional reason Applicants respectfully request withdrawal of the §102(e) rejection of claim 4.

Claim 7 stands rejected under 35 U.S.C. §102(a) as being unpatentable over Kim in view of Koma. Applicants respectfully traverse the rejection for the reasons recited above with respect to the rejection of independent claim 1.

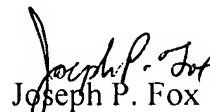
Since claim 7 ultimately depends upon claim 1, it necessarily includes all of the features of its associated independent claim plus other additional features. Thus, Applicants submit that the §103 rejection of claim 7 has also been overcome for the same reasons mentioned above to overcome the rejection of independent claim 1, and also because Koma fails to overcome the deficiencies of Kim. Koma is merely cited in the outstanding Action for teaching liquid crystal having a negative dielectric anisotropy that is in a vertical

alignment under no application of voltage. Applicants respectfully request that the §103 rejection of claim 7 also be withdrawn.

For all of the foregoing reasons, Applicants submit that this Application is in condition for allowance, which is respectfully requested. The Examiner is invited to contact the undersigned attorney if an interview would expedite prosecution.

Respectfully submitted,  
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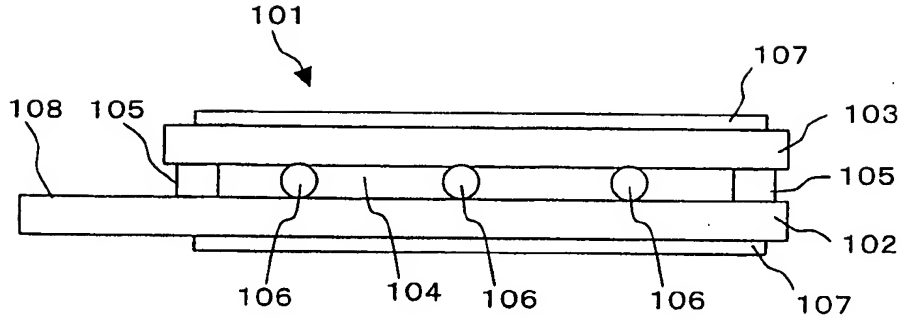
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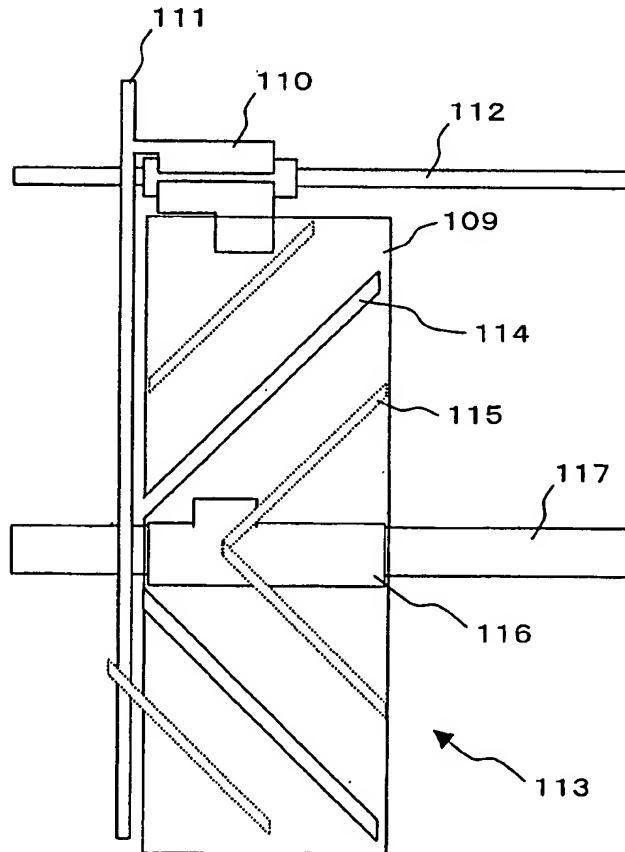
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PRIOR ART  
FIG. 33A

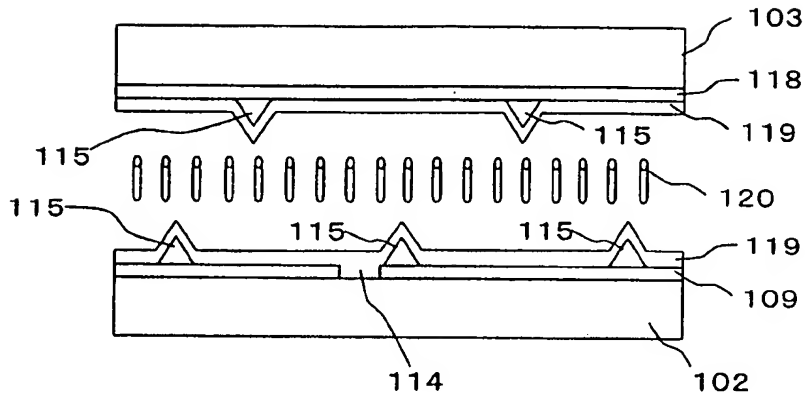


PRIOR ART  
FIG. 33B

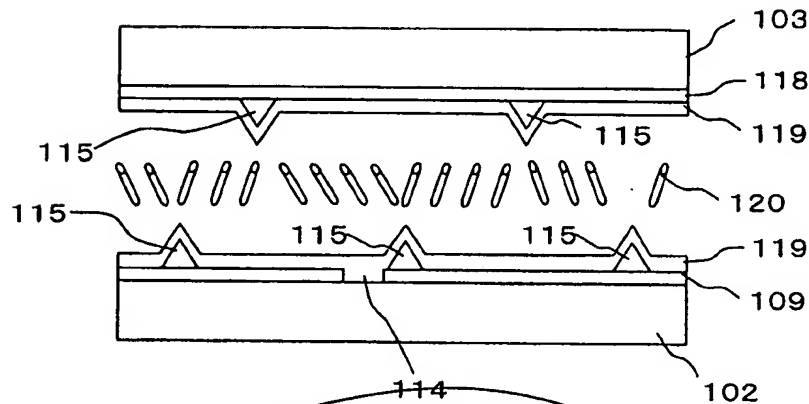


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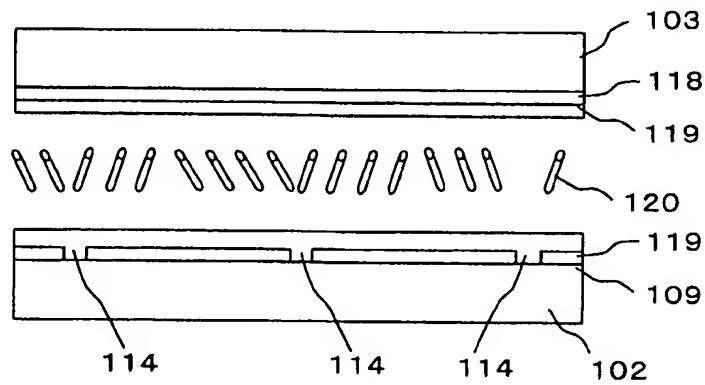
PRIOR ART  
FIG. 34A



PRIOR ART  
FIG. 34B

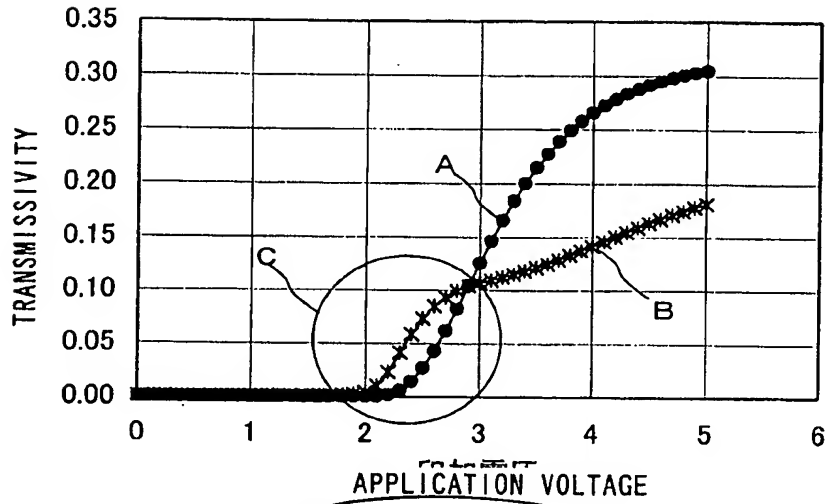


PRIOR ART  
FIG. 34C

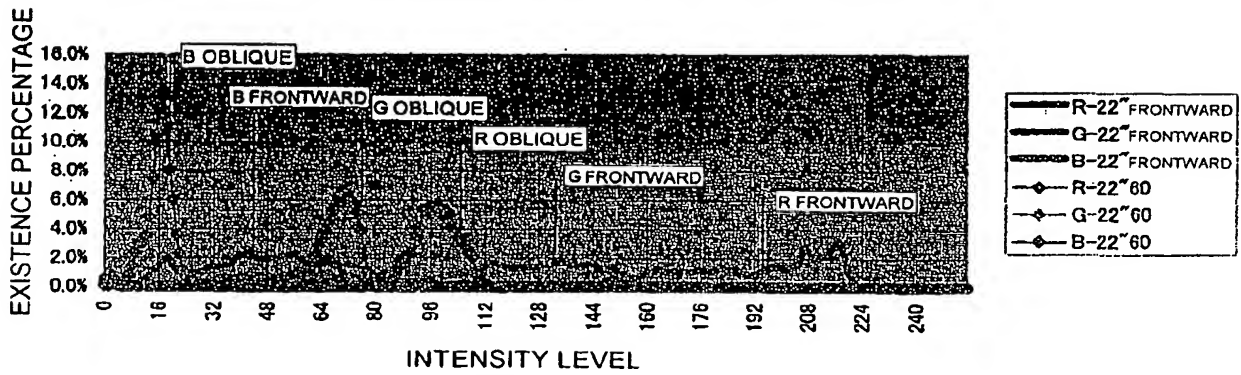


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PRIOR ART  
 FIG. 35A



PRIOR ART  
 FIG. 35B

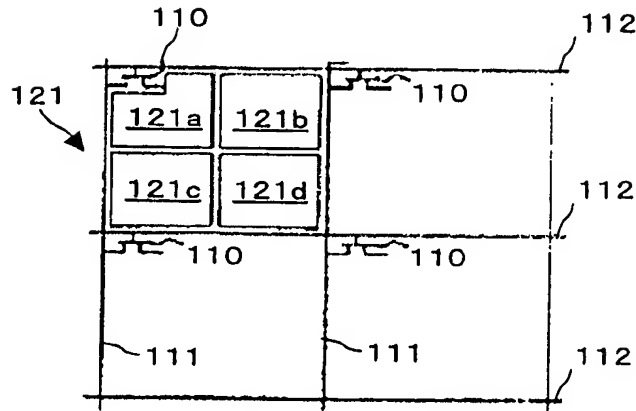




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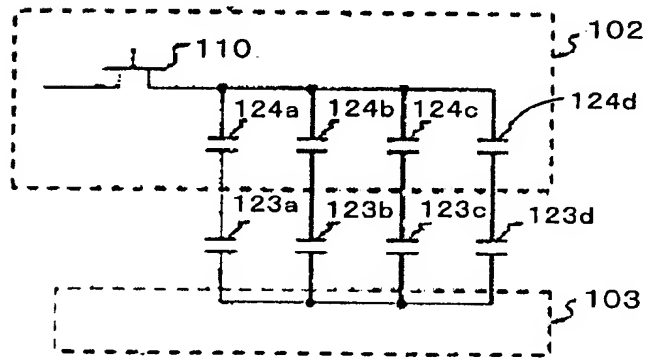
PRIOR ART

FIG. 36A



PRIOR ART

FIG. 36B



PRIOR ART

FIG. 36C

